‘Laugh and Learn’: Using video to engage with young people about sexual health

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Background

- WA Health has developed five short videos to educate young people aged 13-17 in WA about a range of sexual health and blood-borne virus related topics.

- New digital media such as social networking sites, websites and videos provide innovative platforms for engaging young people in sexual health education.

- Young people are identified as a priority population in the 2015-2018 WA STI Strategy, with a key action area being Prevention and Education.
Project Overview

• Aim: The development of a video resource and accompanying teacher resources which educate young people about sexual health and blood-borne viruses

• Target group: Young people aged 13-17 years in WA

• Launch date: September 2017

• Video development budget: $30,000

• Key topics: puberty, safe sex, respectful relationships, and blood-borne virus safety
Youth Consultation

• Focus groups with year 7 to 10 students at St Hilda's Anglican School for Girls and Butler College (50 participants).
• Online survey (107 participants).
• Most young people watch funny videos online.
• The majority of young people would go online to find sexual health information.
• A government website is seen as a trustworthy resource.
• Humour is a good way to keep an audience entertained.
Youth Consultation

- Safe sex
- Puberty
- Respectful relationships
- Sex and the law
- Sex and the media
- Gender and sexual diversity
- Using the healthcare system
Video Production

• ABC’s *You’re Skitting Me* – right audience, right tone

• Resulted in collaboration with *You’re Skitting Me* cast members, script writers and production team who followed our content brief
‘Laugh and Learn’: The Final Product

• Five youth videos were launched in September 2017

• Hosted on ‘Laugh and learn’ web page on getthefacts.com.au
Youth Video Promotion

• Online approach to drive visitors to getthefacts.com.au to watch the videos
• Target audience: 13 to 17 year olds in WA
• Media budget: $9,000
• Timing: September to October 2017
Collateral

• Cut down 30 second ‘pre-roll’ videos for YouTube
  – Blood-borne virus safety
  – Puberty
• Teaser 10 second Snapchat video
• Instagram image
Youth Video Analytics

A high level of youth video engagement was achieved:

• Nearly 30,000 pre-roll video views
• More than 3000 video views via the campaign web page
• Just over 1 million targeted campaign impressions and nearly 170,000 individual people reached
• Nearly 8,000 people clicked through to the website
• High click through rate of 1.59% \( (\text{industry standard as at Aug 2017} = 0.04\%) \)
• More than 1,000 people engaged with the content via social comments, shares, likes or reactions
Conclusion

• Video is an engaging and well-responded to method of communicating with young people about sexual health and blood-borne viruses.

• A high reach was achieved within the target group, potentially contributing to awareness around sexual health and blood-borne virus topics among young people.

• Teacher resources are being developed to ensure understanding of the video topics among young people.
What’s next?

• More videos! New topics will be sexual and gender diversity, sex and the media, and pornography.
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Questions?

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